

Rep Order# 6817691 Ver# 1 Mod# 0 Status Partially Confirmed Traffic Order# 771425

Printed: 05/22/2012 11:13 AM

1 of 2

EC' No

Last Received: 05/22/2012 10:05 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS C  
Estimate# 647  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/108/647  
Flight Dates 06/05/2012 - 06/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC--\*

--- REMARKS ---

LN's 6&7 Seinfeld NA due to low rate.  
MG offer 1x Seinfeld 6/7/12 @ \$75.00  
MG offer 1x FOX NEWS SUN 6/10 @ \$45

---STATION ORDER COMMENTS---

LN's 6&7 Seinfeld NA due to low rate.  
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MG offer 1x FOX NEWS SUN 6/10 @ \$45

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	3P-4P	PEOPLE'S COURT	:30	\$50.00	06/06-06/06	1	1	1	\$50.00	-----
	2	F	3P-4P	PEOPLE'S COURT	:30	\$50.00	06/08-06/08	1	1	1	\$50.00	
	3	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/05-06/05	1	1	1	\$175.00	
	4	F	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/08-06/08	1	1	1	\$175.00	
	5	M	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/11-06/11	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	06/07-06/07	1	1	1	\$60.00	
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	06/11-06/11	1	1	1	\$60.00	

---REPORT TOTALS---

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Salesperson ( ) ANJIE BRADY

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Salesperson FAX# 215-567-5938

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

Jun 12: 7 / \$745.00

Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$37,250	CATV	0%	WNGT	0%	WNWO	5%	WTOL	28%	WTVG	65%
		WUPW	2%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE